#### **COUNTY PROFILE**

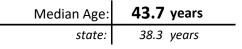
# Norman Co.

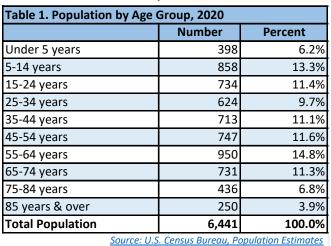
Norman Co. is a part of Economic Development Region 1, which is located in the Northwest Planning Region.

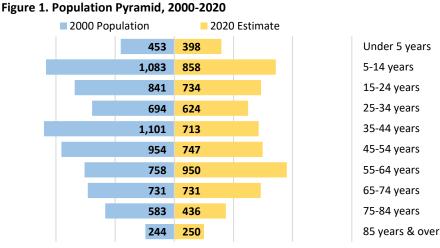
# **POPULATION CHARACTERISTICS**

Norman Co.'s population decreased this decade, ranking as the 80th fastest growing of the 87 counties in the state from 2010 to 2020. It is now the 78th largest in the state. Norman Co.'s population has an older median age than the state and a larger percentage of people aged 65 years and older. The population is aging, especially as the Baby Boom generation moves through the population pyramid (see Figure 1).









Norman Co. suffered a negative natural increase - more deaths than births from 2010 to 2019, but also experienced net out-migration - meaning more people moved out than moved in. Despite suffering domestic out-migration, Norman Co. welcomed net international inmigration - gaining new Minnesotans from foreign countries (see Table 2).

Table 2. Components of Population Change, 2010-2019								
	Total	April 1, 2010 to July 1, 2019						
	Population	Natural	Natural Vital Events Net Migration					
	Change	Increase	Births	Deaths	Total	International	Domestic	
Norman Co.	-470	-218	8 679 897 -254 72 -326					
State of Minnesota	335,705	250,488	250,488 637,356 386,868 88,161 114,414 -26,253					

Source: U.S. Census Bureau, Population Estimates Program

Figure 2. Place of Birth for

Compared to the state, Norman Co. has a smaller percentage of foreign-born residents. From 2010 to 2019, Norman Co. saw an increase in the number of foreign-born residents, which was faster than the statewide increase.

Table 3. Place of Birth for the Foreign Born	Norm	Norman Co. Change 2010-2019 Minnesota			esota	
Population, 2019	Number	Percent	Number	Percent	Percent	Change
Foreign-born Population	128	2.0%	<b>39</b>	43.8%	8.5%	28.9%
Europe	1	0.8%	-17	-94.4%	9.9%	4.5%
Asia	99	77.3%	62	167.6%	37.5%	30.3%
Africa	7	5.5%	7	#DIV/0!	25.5%	72.0%
Oceania	0	0.0%	0	#DIV/0!	0.5%	37.2%
Americas:	21	16.4%	-13	-38.2%	26.6%	10.0%
Latin America	21	16.4%	-3	-12.5%	24.1%	12.2%
Northern America	0	0.0%	-10	-100.0%	2.5%	-7.7%

the Foreign Born Population, 1%
2019
6% 0% 16% 0%

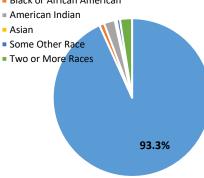
Europe
Asia
Africa
Oceania
Latin America
Northern America

Source: U.S. Census Bureau, 2015-2019 American Community Survey

Norman Co.'s population was becoming more racially diverse over time. Since 2000, the county's white population declined, but the number of people of other races increased (see Table 4).

Figure 3. Population by Race, 2019

- White
- Black or African American
- American Indian
- Asian
- Two or More Races



		Norman Co	Minnesota		
Table 4. Race and Hispanic Origin, 2019	Number	Percent	Change from 2000-2019	Percent	Change from 2000-2019
Total	6,520	100.0%	-12.4%	100.0%	13.1%
White	6,080	93.3%	-14.3%	82.8%	4.7%
Black or African American	65	1.0%	712.5%	6.4%	107.6%
American Indian or Alaska Native	145	2.2%	12.4%	1.0%	5.5%
Asian or Other Pac. Islanders	26	0.4%	13.0%	4.9%	87.8%
Some Other Race	44	0.7%	-47.6%	1.9%	58.1%
Two or More Races	160	2.5%	50.9%	3.0%	99.9%
Hispanic or Latino origin	332	5.1%	46.3%	5.4%	108.9%

Source: U.S. Census Bureau, 2015-2019 American Community Survey

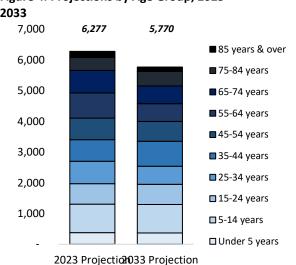
#### POPULATION PROJECTIONS

According to the Minnesota State Demographic Center, Norman Co.'s population is expected to decline from 2023 to 2033, with a rate of change that is slower than the projected statewide growth rate (5.6%). Despite the decline, the number of people aged 65 years and older is expected to decrease over the next decade (see Figure 4 and Table 5).

Table 5. Population Projections by Age Group, 2023-2033							
	2023	2033	Numeric	Percent			
Norman Co.	Projection	Projection	Change	Change			
Under 5 years	377	368	-9	-2.4%			
5-14 years	929	929	0	0.0%			
15-24 years	667	656	-11	-1.6%			
25-34 years	729	586	-143	-19.6%			
35-44 years	701	811	110	15.7%			
45-54 years	706	645	-61	-8.6%			
55-64 years	814	580	-234	-28.7%			
65-74 years	733	580	-153	-20.9%			
75-84 years	430	465	35	8.1%			
85 years & over	191	150	-41	-21.5%			
Total Population	6,277	5,770	-507	-8.1%			

Source: Minnesota State Demographic Center

Figure 4. Projections by Age Group, 2023-



#### **EDUCATIONAL ATTAINMENT**

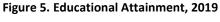
Norman Co. has a lower percentage of adults (18 years & over) with at least a high school diploma than the state (92.4%), and a lower percentage of people with at least some college experience. Norman Co. also has a higher percentage of people with an Associate's degree and a lower percentage of people with a Bachelor's degree or higher.

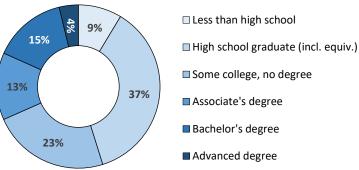
Percentage of the adult population (18 years & over) with at least a high school diploma:

91.4%

College-educated: 54.8% state: 67.1%

Associate's Degree: 13.3% Bachelor's Degree: 14.5% Advanced Degree: 3.8%





Source: U.S. Census Bureau, 2015-2019 American Community Survey

# LABOR FORCE TRENDS

At 5.9%, Norman Co. had a lower unemployment rate than the state in 2020. Due to the pandemic recession Norman Co.'s unemployment rate increased compared to 4.8% in 2019, but was lower than the 6.9% rate posted in 2010. The number of unemployed workers actively seeking work in Norman Co. increased over the past year, and is down compared to 2010.



Figure 6. Annual Labor Force Estimates Minnesota Norman Co. 3,700 3,150,000 3,619 3,100,000 3,600 ocal Labor Force 3,050,000 3,500 3,000,000 3,400 2,950,000 3,300 2,900,000 3,200 2,850,000 ,879,759 3,100 2,800,000 2,750,000 3,000 2012

Source: DEED Local Area Unemployment Statistics

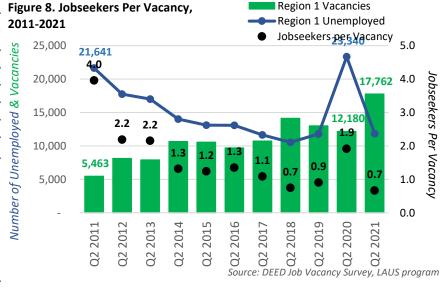
Labor force growth has slowed in recent years. After experiencing a net gain of 21.6 workers each year from 1990 to 2000, Norman Co. averaged an annual loss of -12.8 fewer workers from 2000 to 2010, and most recently a loss of -35.3 fewer workers since 2010 (see Figure 7). Moving forward, Norman Co. is expected to see a labor force decline from 2023 to 2033 (see Table 6).

Figure 7. Annual Change in Labor Force, 1990-2020 400 Average of 22 Average of -13 Average of -35 new workers per year fewer workers per year fewer workers per year Year-Over-Year Change in Available Workers 300 200 100 0 -100 -200 -300 2017-20188 2016-201188 2015-2019 Statistics 2014-2019 Statistics 2013-201 2011-201 2010-201 2009-2010 2008-200 3008-200 2012-2013e 2018-201*S* 2000-2001 1990-1991 1992-1993 1993-199 2005-2006 1991-1992 1994-1995 1998-1999 1999-2000 2001-2002 2002-2003 2003-2004 2004-2005 2019-2020 1995-1996 1996-1997 1997-1998 2006-2007 2007-2008

Table 6. Labor Force	Labor Force Projection				
Projections, 2023-2033	2023 2033				
16 to 24 years	391	372			
25 to 54 years	1,886	1,803			
55 to 64 years	554	395			
65 years & over	279	227			
Total Labor Force	3,109	2,797			

Source: Minnesota State Demographic Center

The labor market had grown extremely tight in recent years, with less than 1 jobseeker per vacancy until the pandemic recession intervened in early 2020 and the number of unemployed workers spiked. However, by the second quarter of 2021, job vacancies in Northwest reached new highs, quickly bringing back challenges in finding new workers (see Figure 8).



# LABOR FORCE CHARACTERISTICS

Norman Co. had a lower labor force participation rate than the state. The labor force in Norman Co. is less racially diverse than the state (where 84.8% of workers are white alone), but is becoming more diverse over time.

Table 7. Employment Characteristics, 2	019						
	N	orman Co.		Minne	esota	Norma	an Co.
	In Labor Force (available workers)	Labor Force Partic. Rate	Unemp. Rate	Labor Force Partic. Rate	Unemp. Rate	Male	Female
Total Labor Force	3,266	63.2%	2.9%	69.7%	3.6%	1,761	1,503
16 to 19 years	165	50.0%	3.0%	53.2%	11.0%	76	89
20 to 24 years	278	84.8%	6.8%	84.6%	6.0%	171	107
25 to 44 years	1,188	89.1%	3.5%	88.8%	3.2%	635	553
45 to 54 years	703	86.6%	1.3%	87.6%	2.7%	383	320
55 to 64 years	659	68.1%	2.7%	73.0%	2.8%	338	321
65 to 74 years	235	33.6%	0.4%	27.9%	2.2%	135	100
75 years & over	36	5.2%	0.0%	6.6%	2.4%	23	13
Employment Characteristics by Race &	Hispanic Origin					Figure 9. La	abor Force by
White alone	3,077	63.2%	2.5%	69.3%	3.0%	Race, 2019	
Black or African American	40	88.9%	30.0%	71.3%	8.8%		
American Indian & Alaska Native	44	44.4%	0.0%	58.9%	12.6%		
Asian or Other Pac. Islanders	16	66.7%	0.0%	71.2%	4.3%		<b>\</b> \\\
Some Other Race	18	64.3%	0.0%	77.7%	6.1%		\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\
Two or More Races	70	68.0%	8.6%	73.6%	7.4%		
Hispanic or Latino	146	70.5%	6.2%	76.5%	6.1%		
<b>Employment Characteristics by Disabili</b>	ty						
With Any Disability	144	44.2%	8.3%	53.0%	8.6%		94.2%
<b>Employment Characteristics by Educat</b>	onal Attainment						
Population, 25 to 64 years	2,550	81.9%	2.7%	84.5%	3.0%	White a	
Less than H.S. Diploma	116	71.2%	2.9%	66.3%	4.2%		African American
H.S. Diploma or Equivalent	759	75.6%	4.3%	78.5%	2.6%		n Indian & Alaska N
Some College or Assoc. Degree	1,112	85.5%	1.6%	85.3%	3.0%		Other Pac. Islanders
Bachelor's Degree or Higher	563	87.3%	3.0%	90.0%	1.7%	■ Some O	ther Race

Source: 2015-2019 American Community Survey, 5-Year Estimates

Two or More Races

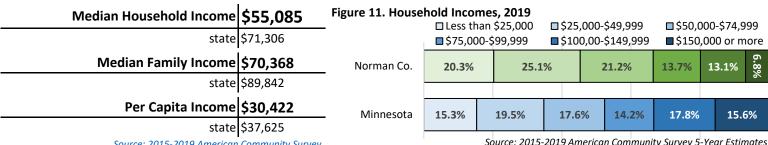
40%

A smaller percentage of workers in Norman Co. worked in the same county in which they live compared to the state. Norman Co. also had a shorter average commute time than the state.

	Norman	Co.	Minne	esota	Figure 10. Time	e Leaving Ho	me to	
Table 8. Commuting Characteristics, 2019	Number	Percent	Number	Percent	go to Work, 20		■ Minnesota	
Worked in state of residence	2,634	84.5%	2,837,697	97.6%	_			0%
Worked in county of residence	1,957	62.8%	1,846,247	63.5%			ı	
Worked out of county of residence	680	21.8%	991,449	34.1%	12:00 a.m. to	2.0%		
Worked outside state of residence	483	15.5%	69,779	2.4%	4:59 a.m.	4.2%		
MEANS OF TRANSPORTATION TO WORK					5:00 a.m. to 5:59			
Car, truck, or van	2,674	85.8%	2,506,244	86.2%		9.5% 9.1%		
Public transportation (excl. taxicab)	22	0.7%	101,762	3.5%		9.1%		
Other method (walk, bike, taxi, etc.)	184	5.9%	125,021	4.3%	6:00 a.m. to 6:59		21.6%	
Worked at home	237	7.6%	171,541	5.9%	a.m.		19.6%	
TRAVEL TIME TO WORK					7:00 a.m. to 7:59			
Less than 10 minutes	1,135	36.4%	456,474	15.7%	a.m.		29.39	7.4
10 to 19 minutes	533	17.1%	872,243	30.0%			29.37	
20 to 29 minutes	433	13.9%	645,460	22.2%	8:00 a.m. to 8:59 a.m.	10.8	%	
30 to 44 minutes	387	12.4%	575,680	19.8%	a.iii.	14	1.4%	
45 to 59 minutes	290	9.3%	194,801	6.7%	9:00 a.m. to		40.70/	
60 or more minutes	340	10.9%	162,819	5.6%	11:59 p.m.		18.7% 23.4%	
Mean travel time to work (minutes)	23.0	minutes	23.7	minutes	]			1

# **INCOMES, COST OF LIVING, & HOUSING**

Norman Co. had a lower median household income than the state, and a higher percentage of households with incomes below \$50,000. Overall, Norman Co. had the 54th highest median household income of the 87 counties in the state.



Source: 2015-2019 American Community Survey

Source: 2015-2019 American Community Survey 5-Year Estimates

Norman Co. also had a lower cost of living than the state, with a required hourly wage of \$14.37 for a single person living alone to meet a basic needs cost of living, and an hourly wage requirement of \$15.3 for a typical family with 2 adults and 1 child (see Table 9).

Table 9. Basic Needs Cost of Living Estimates, 2020									
	Single Yearly	Hourly Wage		Monthly Costs					
Single Adult, 0 children	Cost of Living		Child Care	Food	Health	Housing	Trans-	Other	Taxes
	ŭ	•			Care	8	portation		
Norman Co.	\$29,884	\$14.37	\$0	\$353	\$163	\$579	\$796	\$255	\$344
State of Minnesota	\$32,964	\$15.85	\$0	\$355	\$153	\$832	\$704	\$325	\$378
Typical Family: 2 Adults (1	Family Yearly	Hourly Wage			N	Ionthly Co	sts		
working full-time, 1 part-	Cost of Living		Child Care	Food	Health	Housing	Trans-	Other	Taxes
time), 1 child	Cost of Living	Required	Ciliu Care	Food	Care	Housing	portation	Other	Taxes
Norman Co.	\$47,723	\$15.30	\$213	\$806	\$519	\$723	\$933	\$419	\$364
State of Minnesota	\$58,800	\$18.85	\$546	\$810	\$549	\$1,069	\$819	\$515	\$592

Source: DEED Cost of Living tool

Norman Co. had a lower median house value than the state, having the 79th highest value of the 87 counties in 2019. Norman Co.'s housing stock was older than the state's, with a lower percentage of units built since 2000 (see Figure 12).

Table 10. Estimated Value of Owner-	Normar	Minnesota	
occupied Housing Units, 2019	Total	Percent	Percent
Total	2,250	100.0%	100.0%
Less than \$50,000	419	18.6%	4.6%
\$50,000 to \$99,999	697	31.0%	7.8%
\$100,000 to \$149,999	491	21.8%	12.3%
\$150,000 to \$199,999	321	14.3%	17.9%
\$200,000 to \$299,999	207	9.2%	28.1%
\$300,000 to \$499,999	90	4.0%	21.5%
\$500,000 or more	25	1.1%	7.9%
Median (dollars)	\$100,7	<b>'</b> 00	\$223,900

Source: 2015-2019 American Community Survey, 5-Year Estimates

Figure 12. Year Structure Built, 2019 0% 10% 20%

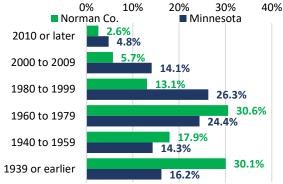


Figure 13. Housing Costs as a

Percentage of Income, 2019

6.5%

11.4%

39.0%

mortgage

30.6%

rent

Median monthly owner costs, owner-occupied units with a mortgage

state \$1,580

Percentage of households with a mortgage spending 30% or more of their income on housing costs

Median monthly rent costs \$599

Percentage of renters spending 30% or more of their household income on rent

Less than 20% 25.0% to 29.9%

20% to 24.9% 30.0% to 34.9%

■ 35% or more

state 4<u>5.1</u>% Source: 2015-2019 American Community Survey, 5-Year Estimates

# **OCCUPATIONS**

At \$19.87 in 2021, wages were lower in Region 1 than the state. Overall, Region 1 had the 4th highest median hourly wage level of the 13 economic development regions in the state. Wages were highest for management occupations (\$45) and lowest for food preparation and serving related jobs (\$13.19) (see Table 11).

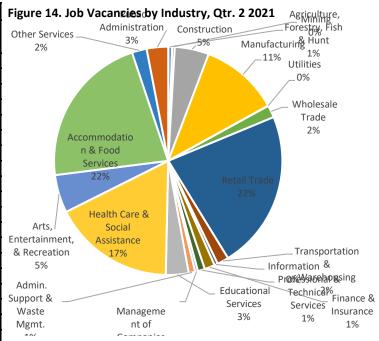
Table 11. Occupational Employment & Wage Statistics, 20:	Table 11. Occupational Employment & Wage Statistics, 2021								
		Regio	n 1		Stat	te of Minnes	ota		
Occupational Group	Median Hourly Wage	Estimated Regional Jobs	Share of Total Jobs	Regional Location Quotient	Median Hourly Wage	State-wide Jobs	Share of Total Jobs		
Total, All Occupations	\$19.87	35,010	100.0%	1.0	\$23.00	2,708,760	100.0%		
Management	\$45.00	1,500	4.3%	0.7	\$54.22	164,530	6.1%		
Business & Financial Operations	\$28.04	1,350	3.9%	0.6	\$35.24	179,670	6.6%		
Computer & Mathematical	\$33.85	320	0.9%	0.3	\$44.89	98,240	3.6%		
Architecture & Engineering	\$32.36	740	2.1%	1.0	\$38.90	54,880	2.0%		
Life, Physical & Social Science	\$25.33	270	0.8%	0.8	\$35.48	26,120	1.0%		
Community & Social Service	\$24.01	600	1.7%	0.8	\$24.21	55,630	2.1%		
Legal	\$29.37	100	0.3%	0.4	\$41.02	19,760	0.7%		
Education, Training & Library	\$19.68	2,700	7.7%	1.3	\$24.64	159,060	5.9%		
Arts, Design, Entertainment & Media	\$16.97	270	0.8%	0.6	\$25.72	36,260	1.3%		
Healthcare Practitioners & Technical	\$29.24	1,630	4.7%	0.7	\$36.90	188,210	6.9%		
Healthcare Support	\$15.49	1,480	4.2%	0.7	\$15.52	157,140	5.8%		
Protective Service	\$23.35	570	1.6%	1.0	\$24.18	42,520	1.6%		
Food Preparation & Serving Related	\$13.19	2,130	6.1%	0.8	\$13.34	195,120	7.2%		
Building, Grounds Cleaning & Maint.	\$15.76	810	2.3%	0.8	\$16.14	74,550	2.8%		
Personal Care & Service	\$14.01	420	1.2%	0.6	\$14.57	51,660	1.9%		
Sales & Related	\$14.02	3,050	8.7%	0.9	\$16.83	250,430	9.2%		
Office & Administrative Support	\$20.02	4,230	12.1%	1.0	\$20.93	338,050	12.5%		
Farming, Fishing & Forestry	\$19.33	170	0.5%	3.1	\$18.14	4,230	0.2%		
Construction & Extraction	\$21.41	1,160	3.3%	0.9	\$29.84	102,390	3.8%		
Installation, Maintenance & Repair	\$23.48	1,620	4.6%	1.3	\$25.45	98,840	3.6%		
Production	\$21.30	4,830	13.8%	1.8	\$19.82	202,240	7.5%		
Transportation & Material Moving	\$18.19	5,060	14.5%	1.9	\$18.83	209,210	7.7%		

Source: DEED Occupational Employment & Wage Statistics, Qtr. 1 2021

# **JOB VACANCY SURVEY**

Norman Co. is a part of the Northwest planning region. There were 17762 job vacancies posted by employers in the 2nd Quarter of 2021, indicating extensive opportunity in the region, with openings across several occupations and industries (see Figure 14).

Table 12. Northwest Job Vacancy Survey R	esults, Qtr. 2 20	21
	Number of	
Occupational Group	Vacancies	Wage Offer
Total, All Occupations	17,762	\$15.13
Management	189	\$31.17
Business & Financial Operations	286	\$29.99
Computer & Mathematical	149	\$28.03
Architecture & Engineering	83	\$20.27
Life, Physical & Social Sciences	39	\$21.59
Community & Social Service	329	\$18.75
Education, Training & Library	295	\$23.97
Healthcare Practitioners & Technical	1,403	\$23.26
Healthcare Support	1,885	\$13.87
Protective Service	115	\$18.41
Food Preparation & Serving Related	3,646	\$12.97
Building, Grounds Cleaning & Maint.	806	\$17.47
Personal Care & Service	221	\$13.21
Sales & Related	2,388	•
Office & Administrative Support	801	\$15.07
Construction & Extraction	555	\$20.71
Installation, Maintenance & Repair	1,106	\$15.99
Production	1,283	
Transportation & Material Moving	1,855	\$14.97



Source: DEED Job Vacancy Survey, Qtr. 2 2021

# **OCCUPATIONS IN DEMAND**

Table 13. Northwest Occupa	ations in Demand, 2020		
Less than High School	High School or Equivalent	Some College or Assoc. Deg.	Bachelor's Degree or Higher
Maids and Housekeeping Cleaners	Nursing Assistants	Registered Nurses	Elementary School Teachers, Except Special Education
\$29,059	\$33,192	\$70,869	\$55,653
Home Health and Personal	Licensed Practical and Licensed Vocational	Veterinary Technologists and	Secondary School Teachers, Except
Care Aides \$27,537	Nurses \$44,853	Technicians \$35,815	Special and Career/Technical \$57,557
Laborers and Freight, Stock, and Material Movers, Hand		Surgical Technologists	Substitute Teachers, Short-Term
\$33,677	\$43,383	\$50,177	\$36,299
Teaching Assistants, Except Postsecondary	Computer User Support Specialists	Computer Network Support Specialists	Accountants and Auditors
\$31,147	\$48,506	\$60,416	\$59,318
Heavy and Tractor-Trailer Truck Drivers	Dental Assistants	Electrical and Electronic Engineering Technologists and	Education Administrators, Kindergarten through Secondary
\$45,816	\$44,363	\$50,325	\$101,280
Pharmacy Technicians	Computer Numerically Controlled Tool	Agricultural and Food Science	General Internal Medicine
\$35,018	Programmers \$62,623	Technicians \$38,083	Physicians NA
Interviewers, Except	Emergency Medical Technicians and	Civil Engineering Technologists	Market Research Analysts and
Eligibility and Loan \$32,542	Paramedics \$35,744	and Technicians \$63,159	Marketing Specialists \$53,033
Janitors and Cleaners, Except Maids and	Mobile Heavy Equipment Mechanics,  Except Engines	Forest and Conservation Technicians	Nurse Practitioners
\$30,581	\$59,788	\$49,367	\$117,222
Miscellaneous Assemblers	Health Information Technologists, Medical	Web Developers and Digital	Career/Technical Education
and Fabricators \$38,150	Registrars, Surgical Assistants, and \$56,465	Interface Designers \$65,205	Teachers, Secondary School \$57,777
Operating Engineers and Other Construction	Electricians	Industrial Engineering Technologists and Technicians	Rehabilitation Counselors
\$50,500	\$57,871	\$46,625	\$34,434

Source: DEED Occupations in Demand

Norman Co. is a part of the Northwest planning region, which is projected to see a 4.2% increase in employment levels over the next decade. In addition to new jobs created, there will be a much larger number of exit openings (see Figure 15).

Table 14. Regional Industry Employment Projections, 2018-2028							
Northwest Planning Region	Estimated Employment 2018	Projected Employ- ment 2028	Percent Change 2018-2028				
Total, All Industries	263,134	271,445	3.2%				
Natural Resources & Mining	5,833	6,003	2.9%				
Utilities	1,185	1,155	-2.5%				
Construction	10,281	11,330	10.2%				
Manufacturing	29,207	29,064	-0.5%				
Wholesale Trade	12,153	12,545	3.2%				
Retail Trade	28,148	28,190	0.1%				
Transportation & Warehousing	6,934	7,284	5.0%				
Information	2,506	2,128	-15.1%				
Finance & Insurance, Real Estate	7,476	7,789	4.2%				
Professional Services & Mgmt. of Compani	5,618	6,143	9.3%				
Administrative & Waste Services	4,369	4,978	13.9%				
Educational Services	23,141	23,679	2.3%				
Health Care & Social Assistance	38,050	42,165	10.8%				
Leisure & Hospitality	25,231	25,664	1.7%				
Other Services, Ex. Public Admin	10,196	10,174	-0.2%				
Public Administration	23,300	23,980	2.9%				

<u>iource: DEED 2018-2028 Employment Outlook</u>

Figure 15. Regional Occupational Employment Projections, 2018-2028

Employment Projections, 2018-2028						
■ From employment growth ■ From exit openings						
-5,0	J00	5,000 15,000				
Management	286	10.297				
Business & Financial	636	<b>2</b> ,510				
Computer & Mathematical	282	588				
Architecture & Engineering	246	902				
Life, Physical, & Social	110	388				
Community & Social Service	517	2,998				
Legal	51	365				
Education, Training, & Library	595	6,865				
Arts, Design, Entertainment	-69	<b>1</b> ,365				
Healthcare Practitioners &	1,468	4,223				
Healthcare Support	539	<b>4,1</b> 54				
Protective Service	134	2,000				
Food Preparation & Serving	894	15,239				
Building, Grounds Cleaning	403	5,998				
Personal Care & Service	1,240	10,537				
Sales & Related	18	8 13,932				
Office & Administrative	-940	16,166				
Farming, Fishing, & Forestry	47	<b>1</b> ,468				
Construction & Extraction	931	4,093				
Installation, Maintenance,	377	3,188				
Production	-339 I	8,253				
Transportation & Material	715	7,667				
_						

# **ECONOMIC CHARACTERISTICS**

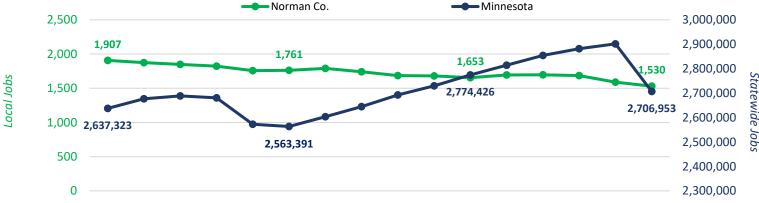
Due to the pandemic recession, after losing jobs over the past year, Norman Co. had the 82nd largest economy of the 87 counties in the state. Norman Co. was the 20th fastest growing in the past year and the 59th fastest growing since 2015. From 2015 to 2020, employers in Norman Co. cut jobs, but lagged the state.

246 business establishments \$42,186 annual average wage

1,530 jobs \$64,544,205 total industry payroll

Job change, 2015-2020 -7.4% decline

Figure 16. Industry Employment Statistics, 2005-2020

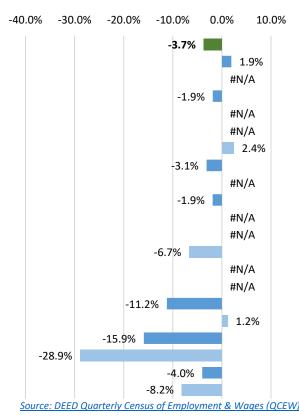


2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020

Source: DEED QCEW program

			Average
Table 15. Norman Co. Industry	Number of	Percent of	Annual
Employment Statistics, 2020	Jobs	Jobs Total Jobs	
Total, All Industries	1,530	100.0%	\$42,186
Agriculture, Forestry, Fish & Hunt	158	10.3%	\$45,426
Mining	#N/A	#N/A	#N/A
Construction	53	3.5%	\$30,642
Manufacturing	#N/A	#N/A	#N/A
Utilities	#N/A	#N/A	#N/A
Wholesale Trade	84	5.5%	\$56,540
Retail Trade	155	10.1%	\$24,953
Transportation & Warehousing	#N/A	#N/A	#N/A
Information	52	3.4%	\$56,081
Finance & Insurance	#N/A	#N/A	#N/A
Real Estate & Rental & Leasing	#N/A	#N/A	#N/A
Professional & Technical Services	42	2.7%	\$91,514
Management of Companies	#N/A	#N/A	#N/A
Admin. Support & Waste Mgmt. Svcs.	#N/A	#N/A	#N/A
Educational Services	198	12.9%	\$40,999
Health Care & Social Assistance	339	22.2%	\$37,527
Arts, Entertainment, & Recreation	12	0.8%	\$6,685
Accommodation & Food Services	35	2.3%	\$8,209
Other Services	24	1.6%	\$38,623
Public Administration	168	11.0%	\$38,675

Figure 2. Change in Jobs, 2019-2020



For more information on Norman Co.'s population, labor force, and economic trends, contact:

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